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ORDER

Print Date 10/03/12

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Flight Dates 10/02/12-10/09/12

Contract / Revision 313595 / OH-US Sen-Josh Mandel-2012

Original Date / Revision
10/03/12 10/03/12

Advertiser Mandel / Republican / US Se

Product

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # 2795

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-8

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	78	\$25,895.25	\$30,465.00	0.00	10/01/12	10/09/12	78	\$25,895.25	\$30,465.00
Totals	78	\$25,895.25	\$30,465.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	WCPO	10/03/12	10/05/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	--WTF--	:30	4	\$125.00	P-8	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--					4	\$125.00		0.00			
2	WCPO	10/08/12	10/09/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MT-----	:30	2	\$125.00	P-8	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MT-----					2	\$125.00		0.00			
3	WCPO	10/03/12	10/05/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	--WTF--	:30	6	\$200.00	P-8	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision 313595 Flight Dates 10/02/12-10/09/12

Hiatus Dates

Original Date / Revision 10/03/12/ 10/03/12

Order Sep 00:30:00

Advertiser Mandel / Republican / US S Product OH-US Sen-Josh Mandel-20 Estimate # 2795

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
3	WCPO	10/03/12	10/05/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	-- WTF--	:30	6	\$200.00	P-8	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- WTF--					6	\$200.00		0.00			
4	WCPO	10/08/12	10/09/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MT-----	:30	3	\$200.00	P-8	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----					3	\$200.00		0.00			
5	WCPO	10/06/12	10/06/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$175.00	P-8	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-					1	\$175.00		0.00			
6	WCPO	10/06/12	10/06/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$160.00	P-8	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-					1	\$160.00		0.00			
7	WCPO	10/07/12	10/07/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$175.00	P-8	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$175.00		0.00			
8	WCPO	10/07/12	10/07/12	SU 9-10a SU 9-10a	CM	9-10a	-----S	:30	1	\$800.00	P-8	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$800.00		0.00			
9	WCPO	10/03/12	10/05/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	-- WTF--	:30	4	\$300.00	P-3	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- WTF--					4	\$300.00		0.00			
10	WCPO	10/08/12	10/09/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MT-----	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----					2	\$300.00		0.00			
11	WCPO	10/03/12	10/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	-- WTF--	:30	4	\$450.00	P-3	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- WTF--					4	\$450.00		0.00			
12	WCPO	10/08/12	10/09/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MT-----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----					2	\$450.00		0.00			
13	WCPO	10/03/12	10/05/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	-- WTF--	:30	4	\$150.00	P-8	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- WTF--					4	\$150.00		0.00			
14	WCPO	10/08/12	10/09/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MT-----	:30	2	\$150.00	P-8	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----					2	\$150.00		0.00			
15	WCPO	10/03/12	10/05/12	M-F 3-4p 3-4pm Katie	CM	3-4p	-- WTF--	:30	2	\$200.00	P-8	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Order Sep 00:30:00

Advertiser Mandel / Republican / US S Product OH-US Sen-Josh Mandel-20 Estimate # 2795

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
15	WCPO	10/03/12	10/05/12	M-F 3-4p 3-4pm Katie	CM	3-4p	--WTF--	:30	2	\$200.00	P-8	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					2	\$200.00		0.00			
E 16	WCPO	10/08/12	10/09/12	M-F 3-4p 3-4pm Katie	CM	3-4p	MT-----	:30	2	\$150.00	P-8	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----					2	\$150.00		0.00			
17	WCPO	10/03/12	10/05/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	--WTF--	:30	4	\$280.00	P-8	0.00	NM	4	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					4	\$280.00		0.00			
18	WCPO	10/08/12	10/09/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	MT-----	:30	2	\$280.00	P-8	0.00	NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----					2	\$280.00		0.00			
19	WCPO	10/03/12	10/05/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	--WTF--	:30	4	\$275.00	P-8	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					4	\$275.00		0.00			
20	WCPO	10/08/12	10/09/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MT-----	:30	2	\$275.00	P-8	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----					2	\$275.00		0.00			
21	WCPO	10/03/12	10/05/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	--WTF--	:30	4	\$300.00	P-8	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					4	\$300.00		0.00			
22	WCPO	10/08/12	10/09/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MT-----	:30	2	\$300.00	P-8	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----					2	\$300.00		0.00			
23	WCPO	10/03/12	10/05/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	--WTF--	:30	4	\$350.00	P-8	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					4	\$350.00		0.00			
24	WCPO	10/08/12	10/09/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MT-----	:30	2	\$350.00	P-8	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----					2	\$350.00		0.00			
25	WCPO	10/07/12	10/07/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	:30	1	\$225.00	P-8	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$225.00		0.00			
26	WCPO	10/02/12	10/02/12	Tuesday Prime B Tuesday Prime B	CM	9-10p	-T-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----					1	\$4,500.00		0.00			
27	WCPO	10/09/12	10/09/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$1,200.00	P-8	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----					1	\$1,200.00		0.00			



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Order Sep 00:30:00

Advertiser Mandel / Republican / US S Product OH-US Sen-Josh Mandel-20 Estimate # 2795

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
27	WCPO	10/09/12	10/09/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$1,200.00	P-8	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-T-----					1	\$1,200.00		0.00			
28	WCPO	10/05/12	10/05/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$3,100.00	P-8	0.00	NM	1	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	----F--					1	\$3,100.00		0.00			
29	WCPO	10/07/12	10/07/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	1	\$1,000.00	P-8	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S					1	\$1,000.00		0.00			
30	WCPO	10/02/12	10/02/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	-T-----	:30	1	\$450.00	P-8	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-T-----					1	\$450.00		0.00			
31	WCPO	10/03/12	10/05/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	--WTF--	:30	3	\$450.00	P-8	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--					3	\$450.00		0.00			
32	WCPO	10/08/12	10/09/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MT-----	:30	2	\$450.00	P-8	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MT-----					2	\$450.00		0.00			
33	WCPO	10/07/12	10/07/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	-----S	:30	1	\$450.00	P-8	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S					1	\$450.00		0.00			
N34	WCPO	10/02/12	10/09/12	M-F 10-11a Right This Morn M-F 10-11a	CM	10-11a	MTWTF--	:30	1	\$100.00	P-8	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----					0	\$0.00		0.00			
	Week:	10/08/12	10/14/12	MT-----					1	\$100.00		0.00			
Totals														78	\$30,465.00